

Table 6. U.S. Electronic Shopping and Mail-Order Houses (NAICS 454110) - Total and E-Commerce Sales by Merchandise Line¹: 2001 and 2000

(Estimates are based on data from the Annual Retail Trade Survey. Sales estimates are shown in millions of dollars, consequently industry group estimates may not be additive. Estimated measures of sampling variability for these estimates are provided in Table 6A.)

Merchandise Lines	Value of Sales				Y/Y Percent Changes		E-commerce as Percent of Total Sales	Percent Distribution	
	2001		2000		2001/2000			Total Sales	E-commerce Sales
	Total	E-commerce	Revised		Total Sales	E-commerce Sales	2001	2001	2001
			Total	E-commerce					
Total Electronic Shopping and Mail-Order Houses (NAICS 454110)	109,463	25,690	110,310	21,176	-0.8%	21.3%	23.5%	100.0%	100.0%
Books and magazines	3,872	1,739	4,135	1,813	-6.4%	-4.1%	44.9%	3.5%	6.8%
Clothing and clothing accessories (includes footwear)	15,351	3,250	14,987	2,126	2.4%	52.9%	21.2%	14.0%	12.7%
Computer hardware	21,968	5,655	26,393	6,065	-16.8%	-6.8%	25.7%	20.1%	22.0%
Computer software	3,955	1,203	3,560	1,097	11.1%	9.7%	30.4%	3.6%	4.7%
Drugs, health aids, and beauty aids	16,203	950	14,330	673	13.1%	41.2%	5.9%	14.8%	3.7%
Electronics and appliances	3,739	1,470	3,342	1,067	11.9%	37.8%	39.3%	3.4%	5.7%
Food, beer, and wine	1,832	444	1,897	562	-3.4%	-21.0%	24.2%	1.7%	1.7%
Furniture and home furnishings	6,530	1,658	6,416	998	1.8%	66.1%	25.4%	6.0%	6.5%
Music and videos	3,971	1,306	4,382	1,175	-9.4%	11.1%	32.9%	3.6%	5.1%
Office equipment and supplies	6,605	1,981	6,917	1,426	-4.5%	38.9%	30.0%	6.0%	7.7%
Sporting goods	1,640	464	1,667	393	-1.6%	18.1%	28.3%	1.5%	1.8%
Toys, hobby goods, and games	3,008	931	3,162	835	-4.9%	11.5%	31.0%	2.7%	3.6%
Other merchandise ²	16,710	3,082	15,920	1,877	5.0%	64.2%	18.4%	15.3%	12.0%
Nonmerchandise receipts ³	4,079	1,557	3,202	1,069	27.4%	45.7%	38.2%	3.7%	6.1%

Note: Estimates are not adjusted for price changes. For information on confidentiality protection, sampling error, nonsampling error, sample design, and definitions, visit www.census.gov/eos/www/restats.html

¹ Estimates include data for businesses with or without paid employees, are grouped according to merchandise categories used in the Annual Retail Trade Survey.

² Includes other merchandise such as collectibles, souvenirs, auto parts and accessories, hardware, lawn and garden equipment and supplies and jewelry.

³ Includes nonmerchandise receipts such as auction commissions, customer training, customer support, advertising, and shipping and handling.

Source: U.S. Census Bureau, Annual Retail Trade Survey (revised April 2003)